What is claimed is:

1. A lighting apparatus for creating a substantially homogenous lit appearance along the length of the apparatus, the apparatus comprising:

an elongated envelope including a translucent portion;

an LED mounted in said elongated envelope; and

a reflector positioned in relation to said LED such that light emitted from said LED is directed from said reflector toward the translucent portion of said elongated envelope.

2. The lighting apparatus of claim 1, further comprising a channel support attached to said elongated envelope opposite the translucent portion, wherein said LED mounts to said channel support and said channel support includes engagement members adapted to receive associated connecting members.

3. The lighting apparatus of claim 1, wherein said reflector diffuses light emitted from said LED along a first axis of the apparatus.

4. The lighting apparatus of claim 3, wherein said reflector focuses light in a second axis that is substantially perpendicular to the first axis.

5. The lighting apparatus of claim 1, wherein said reflector comprises a material having greater light diffusing properties along a first axis than along a second axis.

6. The lighting apparatus of claim 1, wherein said reflector comprises a phosphor material.

7. The lighting apparatus of claim 1, wherein said reflector is substantially planar in a cross section taken along a first axis of the apparatus.

8. The lighting apparatus of claim 7, wherein said reflector is arcuate in a cross-section taken substantially perpendicular to the first axis.

9. The lighting apparatus of claim 8, wherein the first axis is aligned along the length and the second axis is aligned with the width of the lighting apparatus.

10. The lighting apparatus of claim 1, wherein said LED faces in a direction substantially perpendicular to the translucent portion of said elongated envelope.

11. The lighting apparatus of claim 1, further comprising a second LED, wherein said LEDs are positioned greater than 0.5 inches away from one another.

12. The lighting apparatus of claim 1, further comprising a flexible power cord, wherein said LED attaches to said flexible power cord.

13. The lighting apparatus of claim 1, wherein said elongated envelope includes a first opaque leg and a second opaque leg interconnected by said translucent portion, and said reflector is adapted to direct light toward said translucent portion such that the light does not strike at least one of the first and second opaque legs.

14. A lighting apparatus comprising:

an LED;

an elongated lens cover for said LED; and

a reflector positioned adjacent said LED, wherein said reflector is adapted to focus light emitted from said LED along a first axis and diffuse light emitted from said LED along a second axis.

15. The lighting apparatus of claim 14, wherein said reflector is shaped such that it focuses light along the first axis of said lens cover and diffuses light along the second axis of said lens cover.

16. The lighting apparatus of claim 14, wherein said reflector comprises a material that diffuses more light along the second axis of said lens cover than along the first axis of said lens cover.

17. The lighting apparatus of claim 14, wherein said reflector includes a portion that is situated at a non-perpendicular angle to the direction in which the LED faces.

18. The lighting apparatus of claim 17, wherein said reflector is curved in a cross section that is taken substantially perpendicular to the second axis.

19. The lighting apparatus of claim 18, wherein said reflector is not curved in a cross section that is taken substantially perpendicular to the first axis.

20. The lighting apparatus of claim 19, further comprising a second LED, wherein said LEDs are spaced greater than 0.5 inches away from one another.

21. A lighting apparatus comprising:

an elongated envelope including a translucent portion;

an LED mounted in said elongated envelope;

a reflector adapted to direct light toward the translucent portion; and

a phosphor portion positioned such that light emitted from said LED either reflects off and/or passes through said phosphor portion.

22. The lighting apparatus of claim 21, wherein said phosphor portion is affixed to or embedded in said translucent portion.

23. The lighting apparatus of claim 21, wherein said phosphor portion is affixed to or embedded in said reflector.

24. The lighting apparatus of claim 21, wherein said phosphor portion comprises a phosphor insert interposed between said reflector and said translucent portion.